

FILE

JAN 28 1946

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FASHION CALENDAR

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44 WEST 52nd STREET

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NEW YORK 19, N.Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, JANUARY 25, 1946

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Going On	EXHIBITION OF HOMES: "VILLAGE OF VISION" An "entire city block" of full-sized, ready-to-live-in, completely furnished and decorated Johnson Quality Homes, the first store showing of these houses, made by John A. Johnson & Sons, Inc., of Brooklyn--7 houses and a cabana. Open to public. Publicity: Florence O'Keefe, ST. 9-4700, Ext. 681.	JOHN WANAMAKER (B'WAY & 9TH ST.)	8TH FLOOR HOME STORE
Friday Jan. 25 5:00 P.M.- 7:30 P.M. Cocktails	SEMI-ANNUAL COCKTAIL PARTY "Fun, festivity, and friend-making"--with over 20 hosts and hostesses to introduce new members and personalities. Sketches of lucky ticket holders by two well-known artists: William Auerbach-Levy, cartoonist for "The New Yorker" and Kroll, noted Hollywood caricaturist. Tickets: 75¢. Contact: Uriel Davis, 82 Beaver St., HA. 2-9462.	PUBLICITY CLUB OF NEW YORK, INC.	HOTEL NEW YORKER NORTH BALLROOM
Friday Jan. 25- Jan. 30	EXHIBITION OF FASHION DRAWINGS Selected examples of fashion illustration in various techniques and moods, by advanced students of Traphagen. Open to public, 9 A.M. to 9 P.M. week-days; Saturday until 5 P.M. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Saturday Jan. 26 10:30 A.M.	"TRICKS FOR TEENS" FASHION SHOW A teen-age fashion show featuring new clothes for school. Open to public. Publicity: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	2ND FLOOR DEBUTEEN SHOP

WEEK BEGINNING SUNDAY, JANUARY 27, 1946

Week Of Jan. 27	WASH APPAREL MARKET WEEK Chicago's regular market week display of new Spring and Summer Wash Apparel with a dinner show called a "Victory Fashion Cavalcade" at the Stevens Hotel, Wed., Jan. 30--for visiting buyers.	CHICAGO WASH DRESS AND APPAREL ASSN.	HOTEL CHICAGOAN CHICAGO, ILLINOIS
Monday Jan. 28 10:30 A.M.; 2:30 P.M.	SHOWING OF BEACHWEAR AND PLAY CLOTHES Carolyn Schnurer, formerly of Bert, Schnurer-Cabana, now her own designer and manufacturer, will hold her initial showing of beachwear and playclothes in a temporary showroom at the Hotel Governor Clinton. This entirely new collection is thoroughly American, introducing "Shorties", "Skimps" (brief shorts), and "Gladiator Skirts", and featuring junior as well as Misses' beachwear and playclothes in cottons, to be delivered in May or June. Attendance by invitation. Contact: Carolyn Schnurer, Hotel Governor Clinton, Parlor K, 3rd floor, PE. 6-3400.	CAROLYN SCHNURER	HOTEL GOVERNOR CLINTON 7TH AVE. & 31ST STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 23 2:30 P.M.- 3:30 P.M.	ALTMAN-MADEMOISELLE HOME PLANNING CLINIC Elinor Hillyer, Design for Living Editor of Mademoiselle, will conduct press and customers through a number of interesting sessions on Home Planning, based on the Feb. <u>Design for Living</u> number of Mademoiselle. In 60 solidly informative minutes, she will produce live proof that decorating one's house isn't much different from decorating one's self; she will demonstrate solutions for 6 problem situations in decorating; she will tell how to plan color schemes and teach how to mix paints on the spot. She will also give a pictorial decorating quiz to permit the audience to find their decorating I.Q's. Prize winners will receive copies of Mlle's just published <u>Home Planning Scrap Book</u> . Contact: Wilma Bell, Promotion Director; MU. 3-8910.	MADemoISELLE AND B. ALTMAN	ALTMAN'S 7TH FLOOR
Monday Jan. 28 4:00 P.M. Cocktails	PRESS PREVIEW: "ALL AMERICAN" SHOW Fashion showing of suits and coats, featuring American woolen fabrics and American colors. For newspaper and magazine editors, by invitation only. Publicity: Gerry Morgan, CA. 5-2300, Ext. 202.	ARNOLD CONSTABLE	6TH FLOOR
Monday Jan. 28	EXHIBITION: AMERICAN DECORATIVE ARTS Exhibition of furniture, textiles, silver, glass, and other examples of American decorative arts. Publicity: Charlotte Hughes, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	5TH AVE. & 82ND ST. AMERICAN WING
Monday Jan. 28	PUBLICATION OF "GIRLS' & TEENS' MERCHANDISER" New monthly trade magazine for ages 7 to 14 and 10 to 16 (teens), with departments on fabrics, lingerie, beauty, reprints of ads, windows, etc. Also news of trade personalities and markets, and a sales manual each month on an important subject, previewed in the first issue. Other features: A store promotional column, "Bobs And Pigtales--Promotion Cues" by Estelle Hamburger; "round-table" discussions by editors of 4 teen-age magazines: Bessie Little of "Miss America"; Esther Bien of "American Girl"; Nancy Pepper of "Calling All Girls"; and Eleanor Hillebrand of "Seventeen"; a column by Bert Bacharach, radio commentator and columnist: "Eye On The Ball, Ear To The Ground"; a news section, 72 hours before press time, with last minute bulletins and Washington reports. Fashion Editor: Tobe. Managing Editor: Frances Glencott. Managing Director: Murray Berman. Subscription: \$3.00 a year. Contact: VA. 6-0985.	DAVID J. MENDELSON (PUBLISHER)	489 FIFTH AVENUE
Week Of Jan. 23	BABY DEVELOPMENT CLINIC AND MOVIE "Babies Can Be Fun"--a movie on the raising of infants, and lectures by Ethel Ranson, registered nurse, on their care and training. Daily at 2:30 P.M.; also, at 10:30 A.M. on Tues., Wed., Fri.; and at 7:00 P.M. on Thurs. Open to public. Publ.: Alice Hutton, WI. 7-7000.	JAMES McCREERY & CO. 5TH AVE. & 34TH ST.	5TH FLOOR
Beginning Jan. 23	SHOWING OF NEW LONDON COLLECTIONS The following members of Incorporated Society of London Fashion Designers have set dates for their export collections: Jan. 28: Hardy Amies, Creed, Victor Stiebel; Jan. 29: Norman Hartnell, Molyneux, Digby Merton; Jan. 30: Bianca Mosca, Peter Russell, Angele Delanghe; Jan. 31: Worth.	INCORPORATED SOCIETY OF FASHION DESIGNERS	LONDON ENGLAND

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 28- Jan. 31	MARKET SHOWING BY LINGERIE GROUP Approximately 63 sales representatives will show about 80 lines of woven and knit underwear and negligees so that retailers may survey the field. Show chairman: Nat Samuels, Leona Undergarment Co. President of New England Assn: Dave Schwarz, Collegiate Mfg. Co.	NEW ENGLAND LINGERIE AND NEGLIGEE ASSN.	PARKER HOUSE BOSTON, MASS.
Monday Jan. 28- March 2	MID-WINTER FURNITURE SHOWING All rooms will be completely decorated at Macy's mid-winter furniture show, featuring Traditional, Modern, and Boudoir Band Box. Open to public. Publicity: Nan Higgins, CH. 4-2000, Ext. 2431.	R. H. MACY & CO. (HERALD SQUARE)	9TH FLOOR
Tuesday Jan. 29	PUBLICATION DATE: FEBRUARY ISSUE Theme: "Design for Living." Promotion Director: Wilma Bell, MU. 3-8910.	MADEMOISELLE MAGAZINE	NEWSSTANDS
Tuesday Jan. 29 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOWING "Hot House Blossom Hats"--a showing of Walter Florell's Spring and early Summer millinery will be presented during luncheon. Open to public. Press by invitation. Publicity: Mr. Frederick, PL. 5-0895. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	WALTER FLORELL	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Jan. 29 4:30 P.M.- 6:00 P.M. Cocktails	PRESS PREVIEW: MODEL ROOMS "A Springboard To Tomorrow"--press showing of model rooms in Spring regalia--"A smart Plan for pleasant living today with an eye to the future." Attendance by invitation only. Publicity: Alice Hutton, WI. 7-7000.	JAMES McCREERY & CO. 5TH AVE. & 34TH ST.	7TH FLOOR DECORATING SHOP
Tuesday Jan. 29 4:30 P.M.- 6:30 P.M.	PRESS PARTY: "THINGS TO COME" Roger & Gallet's first Press Party in America with special entertainment featuring Patricia Bright, impressionistic satirist of the St. Regis Maisonette, followed by a "whisper of things to come!" Attendance by invitation only. Publicity: Eleanor Rowlands, Rowlands Assoc., MO. 4-9292.	ROGER & GALLET	RAINBOW ROOM ROCKEFELLER CENTER
Jan. 30	SIXTY-FOURTH ANNIVERSARY OF THE BIRTH OF FRANKLIN DELANO ROOSEVELT.		
Wednesday Jan. 30- May 19	SOUTH SEAS ART EXHIBIT The largest and most representative exhibition ever held of the arts of the South Sea Islands, including stamped and painted fabrics of bark cloth and fibre; jewelry made of shell and turtle shell; carved details of ceremonial houses or temples; canoe ornaments; weapons, masks, large idols and ancestral figures. Open to public. Contact: Sara Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Wednesday Jan. 30	MILLINERY SHOP TO CLOSE UNTIL LATE SUMMER Helene Garnell announces a suspension of her millinery shop, effective January 30 until late summer, at which time she will resume business in a new location in the East 60's, to be announced later. In the interim, Miss Garnell will spend 3 months in France preparing for the opening of her new shop.	HELENE GARNELL	40 EAST 51ST STREET

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Jan. 31 12:15 P.M. Luncheon	BUYERS' BOARD LUNCHEON MEETINGS Discussions for buyers under the auspices of "Women's Reporter": <u>Thurs., Jan. 31</u> - "New York Junior Dresses \$5--\$16"; <u>Thurs., Feb. 7</u> - "Sportswear"; <u>Thurs., Feb. 14</u> - "Lingerie".	WOMEN'S REPORTER (EMPIRE STATE BLDG.) Publicity: Nancy Copeland, WI. 7-2790.	EMPIRE STATE CLUB 21ST FLOOR
Thursday Jan. 31 3:00 P.M.	PRESS PREVIEW: SPRING MILLINERY COLLECTION A showing of distinctive hats for Spring and early Summer by Germaine Vittu. Presentation by Mme. Paule Madoc. Attendance by invitation only. Publicity: Anna T. Moore, ST. 9-6000.	GERMAINE VITTU	509 MADISON AVENUE SALON
Friday Feb. 1 9:00 P.M.	SEVENTEENTH ANNUAL BALL Annual Press Photographers Ball and Entertainment, featuring 20 year-old Patricia Vaniver, selected queen (from a group of 25 finalists) by a committee of photographers from 5 New York newspapers. Tickets: \$3.60 and \$4.80. Contact: Leonard Morgan, 220 E. 42nd St., MU. 2-3420.	PRESS PHOTOGRAPHERS ASSOCIATION OF N.Y.	WALDORF-ASTORIA GRAND BALLROOM
Monday Feb. 4 8:30 P.M.	BENEFIT FASHION PRESENTATION "Spring Style Forecast"--fashion show by Martin's in the main ballroom of the St. George Hotel, featuring new Spring suits, bridal outfits, and clothes for children, juniors, misses, and women. Admission: \$1.20, including tax. Publicity: Stella Doern, TR. 5-3100, Ext. 45.	MARTIN'S (BROOKLYN)	ST. GEORGE HOTEL CLARK ST. - BROOKLYN
Monday Feb. 4	OPENING OF SPRING AND SUMMER LINES Formal opening of Spring and Summer junior and misses' dresses, sportswear, coats, and suits. The American Fashion Exhibitors will also open their lines at about the same time at the Hotel Statler. Contact: A. H. Sincoff, President of Association.	ST. LOUIS FASHION CREATORS	ST. LOUIS MISSOURI
Tuesday Feb. 5 1:00 P.M. Luncheon	MILLINERY LUNCHEON FASHION SHOW "They're The Tops"--presentation of new Spring and Summer millinery by Peg Fischer during luncheon. Open to public. Press by invitation. Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Publicity: Marion Morrison, PL. 3-4600.	PEG FISCHER	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Feb. 5 4:30 P.M. Afternoon Tea	PRESS PREVIEW: NEW SPRING & SUMMER BAGS Press preview of advance collection of new Spring and Summer bags by Josef (Of Gold Seal Importers, Inc.). Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.	JOSEF (OF GOLD SEAL IMPORTERS, INC.)	ST. REGIS HOTEL PENTHOUSE
Tuesday Feb. 5 5:00 P.M.- 7:00 P.M. Cocktails	ANNUAL COCKTAIL PARTY FOR PRESS Beauty editors will once again be invited to Tangee's annual cocktail party for the press. Attendance by invitation only. Publicity: Laura Benham, WI. 2-3000.	HOUSE OF TANGEE	PARK LANE LA PETITE SUITE
Beginning Tuesday Feb. 5 7:30 P.M.	COURSE IN NEGATIVE RETOUCHING & COLORING Lectures and demonstrations will include: Retouching materials, pencil work, etching, etc. For catalogue, contact: Brooklyn Museum Art School, Eastern Parkway, Brooklyn 7, NE. 8-5000.	BROOKLYN MUSEUM ART SCHOOL	BROOKLYN MUSEUM EASTERN PARKWAY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 6 12:15 P.M. Luncheon	MILLINERY DIVISION LUNCHEON MEETING Showing of millinery "Pace Makers For 1946" (and accessories), featuring Bar, Budget, and Better Priced Hats. Millinery Division Chairman: Peg Fischer. Price of luncheon: \$3.10 (including tip and tax). Members may bring guests. Reservations close Tuesday, Feb. 5, at 5:00 P.M. Must be paid for it not cancelled by then. Contact: Fashion Group, Inc., CI.7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Wednesday Feb. 6 4:30 P.M.	PRESS PREVIEW: NEW FABRICS Presentation of a collection of fashions created by leading designers in new fabrics from both Brighton and Ponemah Mills. Attendance by invitation only. Publicity: Sara Fox, MU. 3-6526.	McCAMPBELL & CO.	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Feb. 7 1:00 P.M. Luncheon	PRESS PREVIEW: NEW SPRING WOOLENS Spring showing of Stefan originals in John Walther woollens. Also included in the collection will be designs by Philip Mangone, Davidow, Vera Maxwell, Kiviette, and others. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	JOHN WALTHER FABRICS (450 SEVENTH AVENUE)	HAMPSHIRE HOUSE COTTAGE
Thursday Feb. 7 4:30 P.M. Cocktails	PRESS PREVIEW: CUSTOM MILLINERY Saks Fifth Avenue presents the Spring custom-millinery collection by Tatiana du Plessix. For press, by invitation only. Publicity: Helen Kauper, PL. 3-4000.	SAKS FIFTH AVENUE (611 FIFTH AVENUE)	SALON MODERNE 3RD FLOOR
Friday Feb. 8	EUROPEAN DRAWINGS OF FOUR CENTURIES Special showing of masterpieces of the 15th through the middle of the 19th century from the Museum collection. Also, a loan exhibition of the Helena Woolworth McCann collection of Chinese Lowestoft--porcelains made in China during the 18th and early 19th centuries for export to the Western World. Open to public. Publicity: Charlotte Hughes, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	5TH AVE. & 82ND ST.
Beginning Monday Feb. 11	FOGA TO SHOW SUMMER LINES February collections will be the only lines for the season, with the following Guild houses presenting summer lines:	FASHION ORIGINATORS' GUILD OF AMERICA INC.	MANUFACTURERS' SHOWROOMS
	HANSEN BANG ROSE BARRACK WM. BASS DRESS CAPRI FROCKS CARLYE DRESS DEITSCH, WERSBA & COPPOLA FOX-BROWNIE ED GERRICK A. GOODMAN	FRED GREENBERG DRESS JOSEPH HALPERT HORWITZ & DUBERMAN INTERNATIONAL DRESS JUNIOR LEAGUE FROCKS KAPLAN & GRABOIS SAMUEL KASS GOWNS LA RUE DRESSES DAVID LEONARD & LEVINE MARY LEE	MORRIS & MARCUS PARNIS-LIVINGSTON BEN REIG C. H. D. ROBBINS PAUL SACHS ORIGINALS MARTIN SIMON HERBERT SONDHEIM STARR-NORMAN SUZANNE-AUGUSTINE HANNAH TROY
	For further information, contact individual manufacturers. Publicity: Leonard W. Gendler, Exec. Secy., CH. 4-6945		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Feb. 12	LINCOLN'S BIRTHDAY (Tuesday)		
Tuesday Feb. 12-	SEVENTIETH ANNUAL DOG SHOW	WESTMINSTER KENNEL CLUB	MADISON SQUARE GARDEN 8TH AVE. & 49TH STREET
Feb. 13	The Westminster Kennel Club's 70th annual dog show, again on a pre-war basis, with the 2500-dog limit already almost reached. The Foley organization of Philadelphia is superintending the show, and its representatives are now at the Westminster office to catalog entries, distribute blanks, and give information. General admission: \$1.80. Contact: W. Ross Proctor, Chairman, 22 East 60th St., PL. 5-8592.		
Wednesday Feb. 13 1:00 P.M. Luncheon	JOINT MILLINERY AND COIFFURE PRESENTATION Luncheon fashion showing of Spring millinery to go with new hairstyles, created by the Coiffure Creation Council. Press by invitation only. Open to public. Millinery Fashion Bureau Publicity: Mary Kelly, MU. 2-2603. Coiffure Creation Council Publicity: Antoinette Spitzer, PL. 8-2643. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644 or RE. 4-5900.	MILLINERY FASHION BUREAU; COIFFURE CREATION COUNCIL	HOTEL PIERRE COTILLION ROOM
Wednesday Feb. 13 1:00 P.M. Luncheon	VALENTINE SHOWING OF SPRING HAIR STYLES Guro presents a group of new coiffures at a luncheon showing. Open to public. Press by invitation only. Publicity: Nona James, VO. 5-3440. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	GURO	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Feb. 13 3:00 P.M.	SPRING "SOAP AND WATER" FABRICS "Crown County Fair"--new Spring "soap and water fabrics" to be presented to the press and trade as a forerunner to a promotion in about 30 stores over the country, featuring costumes of leading designers. Attendance by invitation only. Crown Fabrics Publicity: Marion Collins. Fashion Show Publicity: Rosemary Sheehan, CI. 7-8060.	CROWN FABRICS	HOTEL PIERRE GRAND BALLROOM
Feb. 14	VALENTINE DAY (Thursday).		
Thursday Feb. 14 9:15 A.M. Breakfast	ANNUAL PERFUME AND FASHION PRESS PARTY Showing of Judy 'n Jill Lip Prints, perfumes, and fashions, styled by Horwitz & Duberman, at a Valentine's Day Press Breakfast in the Drake Room, Hotel Drake. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	JUDY 'N JILL	HOTEL DRAKE PARK AVE. & 56TH ST.
Thursday Feb. 14 10:30 A.M.	PRESS PREVIEW: SPRING MILLINERY Henri Bendel will present his Spring millinery collection to the press. Strictly by invitation. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	10 WEST 57TH STREET SALON
Beginning Monday Feb. 18	OPENING OF SUMMER LINES These summer showings are part of the Guild's seasonal alignment program, represented by 3 collections a year--Summer, in Feb.; Fall, in June; Resort and Spring, in Oct. Showings on the following dates are: <u>Feb. 18--SPORT-CRAFT, STAR-MAID DRESSES;</u> <u>Feb. 19--ADLER & ADLER, KANE-WEILL;</u> <u>Feb. 20--DAVIDOW, DAVID M. GOODSTEIN, MUTUAL-ROSENBLOOM;</u> <u>Feb. 21--CHARLES W. NUDELMAN, ZOLTAN ROSENBERG.</u> By appointment only. For reservations, contact individual manufacturers.	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 19 2:00 P.M.- 4:00 P.M.	PRESS PREVIEW: VERSATILE ACCESSORIES Lucienne Harang presents a press preview of her designs in versatile accessories and custom-made gloves for Easter and Spring. (This showing was postponed from Jan. 17). Attendance strictly by invitation. Publicity: Anna T. Moore, ST. 9-6000.	LUCIENNE HARANG	135 EAST 39TH STREET APARTMENT 6D
Tuesday Feb. 19 3:30 P.M.	FASHION REVUE AND ALL STAR SHOW Annual all star show and fashion revue with proceeds to be used for a new Orphan Asylum Home at Far Rockaway. Tickets from \$1.50 to \$10.00. Contact: Israel Orphan Asylum, AL. 4-8300.	ISRAEL ORPHAN ASYLUM (274 EAST 2ND ST.)	MADISON SQUARE GARDEN 8TH AVE. & 49TH ST.
Wednesday Feb. 20 8:30 P.M.	COLLECTION OF NEW FURS FOR FALL Presentation of a collection of new high fashion furs for the 1946-1947 season, designed by Abe Gruber, formerly designer for Morris W. Haft & Bros. Admission: \$25.00. Contact: Abe Gruber, CH. 2-3627.	GRUBERE, INC. (250 WEST 39TH ST.)	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Feb. 20	NEWSSTAND DATE: "HOLIDAY" --NEW MONTHLY MAGAZINE Devoted especially to recreation and travel, "Holiday" will be the first general interest magazine ever launched by the Curtis Publishing Co. A slick paper publication, designed for the post war world, emphasizing the new importance of recreation. Editor, J. Frank Beaman; Managing Editor, William Lass; Art Editor, Don May. Subscription: \$5.00 a year. Single copy: 50¢. Publicity: Harry C. Stinnett, Public Relations Dept.	CURTIS PUBLISHING CO. (PHILADELPHIA, PA.)	NEWSSTANDS
Feb. 22	GEORGE WASHINGTON'S BIRTHDAY (Friday).		
Friday Feb. 22	NEWSSTAND DATE: MARCH ISSUE Theme: "Signs of Spring." Publicity: Kay Vollers, MU. 3-8910.	CHARM MAGAZINE (122 E. 42ND ST.)	STREET & SMITH PUBLICATIONS
Week Of Feb. 23- March 2	EIGHTH ANNUAL NATIONAL SEW AND SAVE WEEK A home sewing promotion contributed to by leading manufacturers of fabrics, patterns and notions, and supported by leading department and chain stores all over the country. Promotions will be addressed to the teen-age trade, as the future home sewing market, with emphasis on style, quality, and economy. There will be a drive for clothing for the Red Cross, suggesting that the materials be purchased at stores and the garments be made at home, for contribution to local Red Cross Chapters. Cash prizes to display people for the best "Sew And Save" windows. Publicity: Kathleen Barker, LE. 2-4455.	NATIONAL NEEDLECRAFT BUREAU, INC.	385 FIFTH AVENUE NEW YORK CITY
Monday Feb. 25 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING A Spring fashion show during luncheon, featuring newest fashions for town and spectator sports, including debutante and junior fashions. This is De Pinna's big Spring presentation for the year. Press by invitation only. Open to public. Publicity: Dorothy Coburn, VO. 5-4800. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500.	DE PINNA	ST. REGIS HOTEL IRIDIUM ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 26 10:30 A.M.	PRESS PREVIEW: NEW SPRING FASHIONS Presentation of new Spring and Summer fashions to the press. Attendance by invitation only. Publicity: Karen Hollis, VO. 5-5900, Ext. 571.	BLOOMINGDALE'S	GREEN ROOM 3RD FLOOR

PRESS OPENINGS: SPRING CUSTOM-ORDER COLLECTIONS

SHOWINGS OF CUSTOM-ORDER SPRING DRESS COLLECTIONS FOR MEMBERS OF
THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED

Tuesday... Feb. 26	<u>THE TAILORED WOMAN</u> At 2:30 P.M., the first custom-order collection of this establishment.	742 FIFTH AVE.	PUBL.: BELLE I. GILLIS	PL. 5-2500
Wednesday... Feb. 27	<u>MILGRIM</u> At 2:30 P.M.	6 WEST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Monday.... March 4	<u>JAY THORPE</u> At 2:30 P.M.	29 WEST 57TH ST.	PUBL.: JOAN EPPERSON	CI. 7-4300
Tuesday.... March 5	<u>SAKS 5TH AVENUE</u> At 2:30 P.M.	611 FIFTH AVE.	PUBL.: HELEN KAUPER	PL. 3-4000
Wednesday.. March 6	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Wednesday.. March 6	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Thursday... March 7	<u>STEIN & BLAINE</u> At 3:00 P.M.	15 WEST 57TH ST.	PUBL.: ELEANOR LAMBERT	PL. 5-8580

Wednesday Feb. 27 1:00 P.M. Luncheon	NEW MILLINERY AT LUNCHEON SHOW Anita Andra will present her new Spring and early Summer millinery, featuring feathers on straw, high crowns, "lingerie" hats (lace trimmed), and natural colors--light "cafe au lait." Open to public. Press by invitation. For reservations, contact Frank, Sert Room headwaiter, EL. 5-3000. Waldorf Publicity: Ted Saucier, EL. 5-3000.	ANITA ANDRA	WALDORF-ASTORIA SERT ROOM
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Wednesday Feb. 27 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW Russeks will present new hats for the Spring season during a luncheon fashion show. Open to public. Press by invitation. Russeks Publicity: Grace Faber, WI. 7-1900. Hotel Pierre Publicity: Florence Lanthier, EL. 5-3644 or RE. 4-5900.	RUSSEKS FIFTH AVENUE (390 FIFTH AVENUE)	PIERRE HOTEL COTILLION ROOM
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Thursday Feb. 28 9:45 A.M. Breakfast	PRESS BREAKFAST: "SPRING FASHION NEWS" Presentation of Macy's new Spring fashions to the press during breakfast. Attendance strictly by invitation. Publicity: Nan Higgins, CH. 4-2000, Ext. 2431.	R. H. MACY & CO.	13TH FLOOR EXECUTIVE DINING ROOM
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MUSIC... THEATRES... MOVIES... NIGHT SPOTS

Friday LUBOSHUTZ & NEMENOFF PIANO CONCERT CARNEGIE HALL, 7TH AVE. & 57TH ST.
 Jan. 25 Pierre Luboshutz and Genia Nemenoff in a program of original compositions
 8:30 P.M. for two pianos. Contact: CI. 7-7460.

Friday PREMIERE: "MY REPUTATION" (Movie) STRAND THEATRE, B'WAY & 47TH ST.
 Jan. 25 Warner Bros.--First National dramatic movie starring Barbara Stanwyck, George
 Brent, Warner Anderson, Lucile Watson, Eve Arden, and others. Producer:
 Henry Blanke. Director: Curtis Bernhardt. Costumes: Leah Rhodes. Barbara
 Stanwyck's gowns by Edith Head. Publicity: Eve Siegel, CI. 6-1000.

Saturday PREMIERE: "PARDON MY PAST" (Movie) GLOBE THEATRE, B'WAY & 46TH ST.
 Jan. 26 Columbia comedy of mistaken identity, with Fred MacMurray playing the dual
 role of twin brothers. Cast also includes: Marguerite Chapman, Akim Tamiroff,
 William Demarest, Rita Johnson, Harry Davenport, and Douglas Dumbrille.
 Produced and directed by Leslie Fenton. Publicity: Hortense Schorr, BR.9-7900.

Sunday TENTH WEEK: METROPOLITAN OPERA, METROPOLITAN OPERA HOUSE, B'WAY AT 39TH ST.
 Jan. 27 Sunday.....Jan. 27 at 8:30 P.M.--Excerpts in costume from RIGOLETTO, AIDA,
 FAUST, and the dance of Vestales of Brahma
 from LAKME by Soloists and the Ballet.
 Monday.....Jan. 28 at 8:00 P.M.--Mozart's DON GIOVANNI (4th Perf.)
 Tuesday....Jan. 29 No Performance
 Wednesday...Jan. 30 at 8:30 P.M.--Puccini's MADAME BUTTERFLY (2nd Perf.)
 Thursday...Jan. 31 at 8:00 P.M.--Verdi's UN BALLO IN MASCHERA (4th Perf.)
 Friday.....Feb. 1 at 8:15 P.M.--Offenbach's LES CONTES D'HOFFMANN(2nd Perf.)
 Saturday...Feb. 2 at 2:00 P.M.--Wagner's TRISTAN UND ISOLDE (1st Perf.)
 (Broadcast over WJZ-ABC)
 Saturday...Feb. 2 at 8:15 P.M.--Rossini's IL BARBIERE DI SIVIGLIA(4th Perf.)
 Publicity: Margaret Carson, PE. 6-1200.

Thursday PREMIERE: "MADONNA OF THE SEVEN MOONS" (Movie) WINTER GARDEN, 7TH AVE.& 50TH ST.
 Jan. 31 Gainsborough Production, released through Universal Pictures, starring
 Phyllis Calvert, Stewart Granger, and Patricia Roc. The first appearance on
 an American screen of Miss Roc, new English exchange star. Screen play by
 Roland Pertwee from a novel by Margery Lawrence. Director: Arthur Crabtree.
 Publicity: Al Horwits, CI. 7-7100.

Monday OPENING: "BORN YESTERDAY" LYCEUM THEATRE, 45TH ST. EAST OF B'WAY
 Feb. 4 New Garson Kanin comedy, produced by Max Gordon, and starring Judy Halliday
 with Richard Davis, Paul Douglas, William Foran, and others. Directed by
 Garson Kanin. Setting by Donald Oenslager. Costumes by Mainbocher.
 Publicity: Nat Dorfman, ME. 3-0859.

Tuesday OPENING: "APPLE OF HIS EYE" BILTMORE THEATRE, 47TH ST. WEST OF B'WAY
 Feb. 5 Produced by Jed Harris, this new Kenyon Harrison-Charles Robinson play stars
 Walter Huston. Publicity: Dick Weaver, MU. 4-4200.

Wednesday OPENING: "LUTE SONG" PLYMOUTH THEATRE, 45TH ST. WEST OF B'WAY
 Feb. 6 Musical adaptation of a Chinese love story, "Pi-Pa-Ki", starring Mary Martin,
 with McKay Morris, Helen Craig, Clarence Derwent, and others. Music by
 Raymond Scott. Lyrics by Bernard Hanighen. Choreography by Yeichi Nimura.
 Costumes, settings, lighting by Robert Edmond Jones. Director: Robert
 Houseman. Producer: Michael Myerberg. Publicity: Richard Maney, WI. 7-6939.